

## BACHEM NAMED TO DTN'S NO. 2 POST

National sales manager for the network will step into the general managership job Jan. 1 when Ted Bergmann becomes managing director.

APPOINTMENT of John Bachem, national sales manager of the DuMont Television Network, to the post of general manager, effective



Mr. Bachem

Jan. 1, was announced last week by Ted Bergmann, currently general manager of the network and director designate of the broadcasting division of the Allen B. DuMont Labs.

Mr. Bachem will assume the post Mr. Bergmann will vacate when he succeeds Chris J. Witting as director.

Mr. Witting becomes president of the Westinghouse Radio Stations on Jan. 1.

"Mr. Bachem's contribution to DuMont's growth, especially in his management of the network sales staff, has already been substantial and, in his new position, we look to him to bring added strength to the organization," Mr. Bergmann said in making the announcement. "His experience in advertising antedates the broadcast media and we expect it to be especially useful because he knows so well the needs and problems that DuMont has faced in

gearing itself to serve the public and the nation's business interests."

Before joining DuMont in 1949, Mr. Bachem had been associated in sales and advertising work for more than 30 years. After a career as a magazine sales executive, he joined NBC in 1932 as a salesman and later served as eastern sales manager and assistant to the vice president. He was with CBS sales from 1937-49.

## Gordon Gray Named To Mutual Board

GORDON GRAY, incoming vice president in charge of the WOR-AM-TV division of General Teleradio Inc., last week was named to the board of directors of Mutual, which is controlled by General Teleradio.

The election occurred at what was described as an otherwise routine meeting of the Mutual board, held Wednesday in New York.

Mr. Gray, currently vice president in charge of the eastern office of the Goodwill Stations, was named two weeks ago to his new post at the WOR stations, effective Jan. 1 [B•T, Nov. 30]. He will succeed James M. Gaines, who resigned to become vice president and general manager of WOAI-AM-TV San Antonio, also effective Jan. 1 [B•T, Nov. 16].

Chairman Thomas F. O'Neil presided over the board meeting. Other members attending included Mr. Gaines, E. M. Antrim, J. Glen Taylor, E. M. (Pete) Johnson, Robert A. Schmid, Adolph N. Hult, Linus Travers, James E. Wallen, and J. E. Campeau.

## NBC's Tv Sells Radio In Closed Circuit Showings

NBC Radio Spot Sales offices in Hollywood, San Francisco, Chicago and Cleveland last Tuesday played host to approximately 130 agency and sponsor representatives at an "Electronic Spot Buying Demonstration," a closed circuit telecast emanating from NBC in New York.

Designed to acquaint national spot advertisers with WNBC's "chain lightning" selling power, the 45-minute telecast was built around the theme, "Good Times for Listening to WNBC—in the Morning, at Lunch, at Dinner and at Bedtime," presented by a capsule version of the station's 24-hour program operation.

In mid-telecast, the "chain lightning" promotion demonstrated the merchandising tie-ups with chain stores and their blue chip advertisers through community salutes, walking billboards, neon signs, etc.

The video presentation was accompanied by brochures listing WNBC coverage and audience figures and resumes on station personalities and their program spot rates. Richard M. Pack, WNBC director of programs and operations, was in charge of the telecast and Charles Colledge arranged the closed circuit long lines and reception facilities.

## NATIONAL NEGRO NETWORK FORMED

Leonard Evans, Reggie Schuebel and John Wyatt team up to head this new project. Initial programming is already lined up.

NEW radio network to be called National Negro Network, composed of approximately 40 basic station, is being formed by Leonard Evans, Negro specialist and consultant of Chicago, who is president of the new network, and Reggie Schuebel and John M. Wyatt, who are, respectively, vice president-treasurer and executive vice president of the network.

Miss Schuebel and Mr. Wyatt are partners of Wyatt & Schuebel, New York radio-tv agency consultant organization. Mr. Evans is an account supervisor at Arthur Meyerhoff Agency, Chicago.

The board will be composed of Cab Calloway and several representatives of some of the stations on the network, which expects to reach approximately 12 million of the 15 million Negroes in America.

The network has lined up four quarter-hours of daytime serials. The programming will be inaugurated with the *Ruby Valentine* series, starring Juanita Hall, sponsored by Pet Milk and Philip Morris in the 40 markets, effective Jan. 18. Another quarter-hour serial will include one featuring Hilda Simms, noted negro actress, in a social worker adventure series. Other two quarter-hours of programming are still being worked out. Additional plans call for half-hour weekly shows as well as service dealing with special events of interest to negroes during the year. Among the half-hour shows planned is one entitled *It's a Mystery, Man!* starring Cab Calloway.

"The network is intended to be basically one of entertainment," President Evans told B•T, "and its purpose is to create a market for advertisers to sell their products to a specific group."

This is the first new development in the past



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